

Switch to classic rock going fine for former WAVE

By Dan Berken
Staff Writer

A few weeks after the WAVE abandoned its light jazz and New Age format for classic rock, program director Gary Bruce says he's happy with the change.

Considering we had to make the change without going public first, it's gone well," Bruce said of the station's switch to Classic 103. "We've had a tremendous positive response from callers and listeners."

The WAVE (102.9) tried to capitalize on the young, upscale

The Flip Side

crowd looking for light music as background noise to daily living. But there apparently weren't enough of them, as the WAVE could never attract the ratings it needed.

"Our research shows classic rock is what the listeners wanted," Bruce said. With stations like 91X and KGB, you know what you're getting — modern and hard rock from the '80s. With Eagle 105, you get rock from the '60s and '70s in a Top 40 vein. Magic 102 in North County, quite frankly, doesn't have the signal to reach everybody. With Classic 103, we provide album-oriented rock from the '60s and '70s that you got when FM radio first started."

To help make the change complete, Classic 103 brought in longtime KGB jock John Leslie to hold down the afternoon shift. Other personality additions are in the works, as is the naming of a new music director.

That doesn't help fans of the WAVE, however, some of whom are looking for a replacement. KIFM and its jazz format are still available, while K-JOY placed an ad in the Reader last week inviting its listeners to move up the dial to 103.7 FM, where they could find programming similar to what the WAVE has washed away.

ATTACHMENT E: Newspaper Column Regarding Our "Relatively Poor
Signal"

Spotlight

MEDIA / KEVIN BRASS

Two Stations Battle It Out for Rock 'n' Roll Listeners

Like a weathered boxing champion perennially forced to fight the new young punks in town, rocker KGB-FM (101.5) is again the target of aggressive competitors.

New KSDO-FM (Classic 103) has made no secret of its interest in the vast KGB audience. *Privately, it discounts the lightweight competition of classic rocker KGMG-FM (102.5), which has never been able to generate anything more than ambivalent ratings with its relatively poor signal.*

When KSDO switched to a classic rock format three weeks ago, after weeks of purposely attempting to confuse the local radio industry by spreading rumors that the station was going Top 40, it was really taking direct aim at KGB and its 8-10 ratings points.

Former KGB program director Larry Bruce, hired as a consultant by KSDO to implement the new format, has tried to hire most of KGB's on-air staff. He has been successful with only one, John Leslie.

"Seven or eight years ago there were three AOR [album oriented rock] stations in the market and they totaled 18 [rating] points," Bruce said. "All those people didn't die or go away. . . . Logic would say there is an opportunity for an increased amount of radio listeners from these people who have been disenfranchised."

XTRA-FM (91X) has always preferred to compete by differentiating itself from the harder-edged rock of KGB by billing itself as "the cutting edge of rock," playing the new techno-pop and pseudo-punk music rarely heard on KGB. Under new program director Kevin Stapleford, XTRA-FM (91X) has been "fine tuning" its music programming, emphasizing more of the traditional rockers, such as U2 and Alarm.

The staffers at 91X take credit for playing these bands first, even if the groups are now stalwarts on the KGB playlist.

"Maybe all we're doing is taking the credit we deserve for bands like that," Stapleford said.

Paying more attention to the Who, Rolling Stones, U2 and other traditional rockers, at the expense of 91X favorites like Depeche Mode and Oingo Boingo, is more a natural progression than a new philosophy, Stapleford said. They are making more of an effort to naturally mix the songs into the playlist, instead of simply playing clumps of old rockers.

But there is little doubt the adjustments will put the station in more direct competition with KGB.

"We need to pay a lot more attention to the 18-34 listeners, especially males," Stapleford said. "That's why maybe we're not doing as much Depeche Mode. . . . I did my own research and found that it is true that Oingo Boingo is popular, but they're not U2. So we're not going to play them like they are."

Partly in response to Classic 103, KGB has been reminding listeners on the air that it too plays classic rock 'n' roll. It also started a "no-repeat work day" promotion, promising not to repeat songs between 9 a.m. and 5 p.m., Monday through Friday—the type of gimmick often employed by classic rock stations.

"We're just accepting the fact that the market is changing," said KGB program director Ted Edwards. "And we're taking the time and effort to show our audience that there is nothing missing here."

Although it has been public knowledge for weeks that

Arts and entertainment international news se

FIRST OFF . . .

Singer-actor Pat Boone, expected to have his broken leg (he fell from his bicycle today) at UCLA Medical Center, where he was being treated for a bad fall from his bicycle, was injured about 7:35 p.m. day when the front wheel of his bicycle became caught in a grate on a Beverly Hills street not far from his home. "He flipped head first and hit his head on the handle bars, breaking his head and suffering lacerations," said Hills Police Lt. Miles Le. Boone was transported by paramedics to the UCLA Medical Center, spokesman Richard Elbaum said. Boone was in good condition and would likely be discharged from the hospital early in the morning. "He's walking around now," Elbaum said. The singer is a born-again Christian. His fortunes have risen and fallen with the changing times. In the 1950s, when ballads were in vogue, he recorded several hits, including "Love Letters in the Bathroom" and "Friendly Persuasion." His clean-cut look made him an ideal choice for a part in the movie, "Journey to the Center of the Earth," based on Jules Verne's novel. Boone's brief comeback in the late 1970s with "Texas Woman," a country and western song.

FOR THE BIRDS

Walt Disney World is facing charges involving the alleged killing of wild birds, the Sentinel reported Sunday.

Investigators said workers at the Florida theme park's D. Island fired a rifle at hawks to destroy the nests and eggs of egrets and ibises. The work was supervised by the 11-2000 logical park sanctioned the abuses.

The two-month investigation has resulted in 16 state and federal charges against Disney World five employees, most involving the deaths of vultures crammed into a tiny, overheated shed for limited food and water.

Disney World had no comment Sunday on the report.

RADIO

Talk radio station KATV will make some changes.

**ATTACHMENT F: Quotation From Consultant Regarding Our
"Detrimental" Lack of Signal**

'Wave' Crashes On San Diego Rock

KSWV Now Classic Rocker

Rumor has turned to reality in San Diego, where Gannett's KSWV has abandoned SMN's Wave format in favor of Classic Rock. The new format debuted Thursday evening (8/31) as Classic 103; a call letter change to KSDO-FM is pending. Larry Bruce Communications will

consult the station, and a PD and airstaff are yet to be hired.

"We just couldn't get the ratings we needed with the Wave," explained GM Mike Shields. "We had a very detailed research report done which indicated Classic Rock would

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make sense. (Market-leading AOR) KGB's image is that of a current-based station with a high-profile morning show that talks a lot, so there's an opportunity for us to superserve KGB's older demos. At the same time, the report showed people who listen to the Eagle (Gold KCBQ) will listen to us, while people who listen to us won't necessarily listen to the Eagle."

Another reason Gannett selected Classic Rock was because of its compatibility with News/Talk AM sister KSDO. "Both formats are male-driven, adult radio stations. In the short term (Classic Rock) will bring enough to the table to make the combo very strong in a half dozen demos. And in the long term we expect it to be a good strong station in its own right."

Bruce said he doesn't expect North County Classic Rocker KGMG to be a significant factor. "They do extremely well in North County, but they don't have the signal penetration they need in San Diego," he explained. "From the research it was quite clear that their lack of signal was really detrimental. While people in San Diego don't view KGMG as a local station."

KSWV has not achieved more than a two share in any Arbitron or Birch survey in the past year.

CERTIFICATE OF SERVICE

I, Christopher C. Smallwood, certify that I have this 25th day of June, 1991, caused to be delivered via first class mail, postage pre-paid, a copy of the foregoing "Supplement to Statement In Support of Joint Petition" to the following:

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